

DEPARTMENT OF MULTIMEDIA & ANIMATION:
DEPARTMENTAL REPORT 2017-18

I. Departmental Activities:

1. The department of Multimedia & Animation has conducted “A **Claymodeling Workshop And Exhibition**” from **23-8-2017 to 30-8-17** and 31-8-2017 to 1-9-2017 respectively, at Loyola Academy Degree and PG College. Old Alwal Sec-bad-500010.

- **Purpose:** The purpose of this workshop and exhibition is to demonstrate learning through experiments and bringing there inner talents out. They not only learn to be patience and dadedicated but also learn how to maintain the proportions and shapes of the characters and assets from the reference they choose to do. And during there work exhibition students get the feedback of their effort by meeting the industry and subject experts.

- **Report:** With art being our main motive, we began our workshop from **23-8-2017 to 30-8-17**. The fest was conducted on 31-8-2017 and 1-9-2017. Art filled the space of the hall and represented itself to its best. The first day was very interactive as the local school students visited our fest to know more about art. The speech by our Chief Guest Mr. Dileep Varma (Director and Co - Founder of "The Circus") and a guest lecture by Pixelloid were educational and inspiring. It was great to see the little kids joining us and making this event a great success. From tiny chalk sculptures to metal and clay models, the hall was bubbling with art and enthusiasm. To plant the seed of art into everyone, we conducted two events which were spot painting and rapid fire. We could see steady competition among the students. Day one ended with a music note and kept us waiting for the next day.

As the day began, we could see many school students visiting us. It was a great pleasure to spend time with the kids and share our experience about art and animation. Mr.Benoy (game art designer) visited us to enlighten us about the entertainment industry. Day 2 was an educational, inspirational and artistic. Last but not the least 'Aadithya Hospital' our sponsors, helped us financially which reduced our burden.

- **Review:** To put it in nutshell the event served the purpose. Students gained enough knowledge by interacting with experts and school students for the hardwork.Students had good rapo with the industry experts so as to have internships for their carrier skills.We are excited and humbled to present and produce more art works in the future for the greater glory of God.

Clay Modeling Workshop and Exhibition 2017-18 (press coverage)

Sculptures, paintings, sketches and virtual reality animals – an art exhibit hosted by Loyola Academy Degree College garnered big-time praise from visitors

DC CORRESPONDENT

Buzzing with activity, Loyola Academy Degree and PG College welcomed all art-loving youngsters with much aplomb to the 11 paintings, digital art, drawings or clay sculptures, students got a chance to showcase their passion for art during the two-day exhibition.

Elaborating on the art festival, Bhaskara Rao, HOD, Department of Animation, says, "Although the festival of art has successfully brought out the creative best amongst the students. They have made life-size sculptures of cartoons, movie characters and animals from scrap materials and clay."

One such sculpture which attracted lot of eye balls was a car made out of scrap metals and broken chairs. It was brought to life by Prasanna and Pruthvi, both ex-students of the college, who had come to participate in the show.

Talking about their creation, Prasanna says, "All the materials we used were sourced from the college premises and it took us about three days to come up with it." "First we tied the parts together and then we welded the structure," adds Pruthvi.

Not far away from the car sat the clay model of Annabelle, the sinister doll made famous by The Conjuring movie series. When asked about its creation, the makers, thankably did not have a horror story to tell; instead the three-member team, ahead of critical experience. "We were all glued to horror movies and when the assignment was announced, the Annabelle movie was just



(From left to right) A clay model of Annabelle by Rishi, Sindhuja and Bhargavi; Nikita along with her paintings

SCULPTING NEW IDEAS



Prasanna and Pruthvi along with their car made out of scrap metals and broken chairs

and then we used clay and cloth to get the look. And for the hair we used dried ropes," she adds. Even as visitors from schools and colleges across the city kept pouring in at the show, the participating students were on their

"We created the basic structure of the Annabelle doll with iron rods and then used clay and cloth to get the look. For the hair we used dried ropes" – BHARGAVI

be a great opportunity to show my art. I have created many close-up portraits of eyes using charcoal as the medium. Apart from the artworks and sculptures on display, the festival saw musical performances and contests. All in all, the festival became a fertile ground for everyone to learn new ideas in a creative way. "This is the final year where we all are working together. We don't know who will be in touch when college is over. So this year we will have our best time," says Anandhi, who got dimsoums on the campus with the help of virtual reality technology-driven glasses.

మట్టితో మాణిక్యాలు!

బొమ్మలతో విద్యార్థుల సృజన

తయారు చేసిన బొమ్మలతో విద్యార్థులు

లయోలా ఆబాద్‌మీలోని యూనివర్సిటీ డిజైనింగ్ డిగ్రీ, పీజీ విద్యార్థులు మట్టిబొమ్మలతో ఆకట్టుకున్నారు. ఆలేట్ లెజురేజీ వెయిట్లో మృత్యువంశ కళాఖండంలో విద్యార్థులు చేసిన ప్రదర్శనలలో మృత్యు, మట్టితో బొమ్మలు, లెజురేజీవం చేస్తూ పోటీ వర్షాలు, బంకమట్టితో తయారు చేసిన వంశ బొమ్మలు, పవిత్రమైన చిత్రాల హీరోల బొమ్మలను కీర్తిస్తారు. విద్యార్థుల్లో దాగి ఉన్న కళాత్మకత, ప్రతిభను వెలికి తీసేందుకు ఈ పోటీలను విద్యార్థులు చేశారు. అంతకుముందు ప్రదర్శనకు ప్రాప్తి పలే లంధోని, జోజిరెడ్డి ప్రాంతంలంధారు. విద్యార్థుల కళా నైపుణ్యాన్ని అభినందించారు.

– అల్పాల్, స్కూల్ టైమ్

ఆకట్టుకున్న కళాఖండాలు



విద్యార్థులు తయారుచేసిన కళాఖండాలు

అల్పాల్: మట్టి, ప్రకృతి సిద్ధమైన రంగులతో ఆకట్టుకున్న కళాఖండాలను తయారు చేసే విద్యార్థులు ఔరా అనిపించారు. అల్పాల్లోని లయోలా కళాశాలలో శుక్రవారం యూనివర్సిటీ విద్యార్థులు ఆలేట్ ఆన్ చిత్ర కళా ఉత్సవాన్ని నిర్వహించారు. కేవలం బంకమట్టి, సహజ రంగులను ఉపయోగించి వివిధ కళాఖండాలను తయారు చేశారు. కళలు, వాణి విలపలను సమాజానికి తెలియజేయాలనే ఉద్దేశంతో ఈ కార్యక్రమాన్ని నిర్వహించినట్లు విద్యార్థులు పేర్కొన్నారు. కాలుష్యాన్ని తగ్గించడాన్ని బాధ్యత అందరిపై ఉందని కళాశాల వైస్ చైర్మన్ జోజిరెడ్డి పేర్కొన్నారు. అత్యుత్తమ ప్రతిభ కనబరిచిన విద్యార్థులకు బహుమతులను అందజేశారు.

సందడి చేసిన విద్యార్థులు



మట్టితో తయారు చేసిన శాజీమహల్

చిత్ర లేఖనం, ఆటలు, పాటలు విద్యార్థులలో దాగి ఉన్న సృజనాత్మకతను వెలికి తీస్తాయని అల్పాల్ లయోలా కాలేజీ ప్రధానాధ్యక్షులు పి. ఆంధోని అన్నారు. శుక్రవారం లయోలా కాలేజీ డిగ్రీ, పీజీ యూనివర్సిటీ విద్యార్థులు ఆలేట్ చిత్ర కళా ఉత్సవాన్ని ఘనంగా నిర్వహించారు. కళలు, చిత్ర లేఖనం, పాటలు, వాణి ప్రాముఖ్యత పై కళాశాల చైర్మన్ జోజిరెడ్డి ఆంధోని విద్యార్థులకు అవగాహన కల్పించారు. ప్రతిభను చూసిన విద్యార్థులకు భవనముతులు ప్రధానం చేశారు. – అల్పాల్

2. A guest lecture was organized for the II and III year students of the Department of Multimedia and Animation on ‘**Visual Effects (VFX) With Career Opportunities**’ on 09th December, 2017 by **Mr.Tabrez Pirani**, FX Artist, HITWICKET, Kavuri Hills, Hyderabad -81, Telangana.

- **Purpose:** To impart knowledge to the students in the field of visual effects (**VFX**), widening their scope for learning and to promote an awareness about its Opportunities and requirements.
- **Report:** Mr.Tabrez Pirani has explained about the role and importance of visual effects in the field of movies, advertising and trending gaming companies.
- **Review:** students were very enthusiastic to know about the in and out of the workline process of many movie production companies.students interacted with the subject and industry expert and clarified their doubts regarding the opportunities available in their fields.It made the students grasp an idea of career opportunities in the field of education as well.

GUEST LECTURE

Mr. Tabrez Pirani delivered a guest lecture on visual effects for multimedia animation second and final year students on 9th December, 2017.



3. A guest lecture with One Day Workshop was organized for all the students of the Department of Multimedia and Animation on **'Userinterface & User Experience (UI & UX) With Career Opportunities'** on 13th February, 2017 by **Mr Prasad Kantamneni**, CEO and Founder of UX Reactor, UXD ACADEMY, Hyderabad -81, Telangana.

- **Purpose:** To impart knowledge to the students in the field of Userinterface & User Experience, widening their scope for learning and gaining job opportunities.
- **Report:** Mr Prasad Kantamneni has explained about the importance of UI &UX in the present trending world.He also explained its all stages involved with pipeline of UI & UX.
- **Review:** The lecture was received with the increase appreciation. The participation and involvement of the students was commendable. It made the students grasp an idea of career opportunities in the field of User Interface & User Experience.The industry expert has given good valuable suggestions to enter into the filed of UI & UX inspite of choosing 3D and Graphic Design all the time if they are intrested in where they can gain good lucrative future ahead.

One day Workshop on UI & UX on Monday 13th February 2017 by UX Reactor Hyderabad.



4. We Animation Department visited “INTERNATIONAL ANIMATION DAY” conducted by ASIFA India & Telanagana Govt on 22nd Feb,2018 at Shilpa Kala Vedika,Hyderabad ,Telangana.

- **Purpose:** To impart knowledge to the students in the field of Movie Making & Visual Effects,with its Pros & Cons in the pipeline of its creation with industry experts and get them aware with the pipeline process and the work nature.
- **Report:** All the industry experts have come and shared their views and knowledge with respect to their works on movies like padmavathi ,bahubali and VFX related VR & AR.
- **Review:** The seminar was quite appreciable. The varied speakers were glad to be a part of the seminar, where the outlook was to have interaction and get awareness in the field of movies, vfx and present trending VR, AR. It opened wide doors for exchange of new ideas, bringing people in the same field under one roof. Students had enough opportunities to meet and interact with the industry experts to know the present requirements that are needed in the market .The students happily received the lectures and clarified their doubts. Students gained immense knowledge with the session.

International Animation Day 22nd Feb - 2018, Hyderabad



5. A guest lecture was delivered for the II and III year students of Multimedia & Animation on “**Film Making and Composition with Editing**” on Monday, 29th November, 2017 at Loyola Academy College by Mr. Sateesh Kumar , Founder/Owner of Scintilla Kreations, Hyderabad ,Telangana.

- **Purpose:** To impart knowledge to the students in the field of film making and its composition in editing, with advertising & television industry and making them aware with the pipeline process and job requirement.

- **Report:** Mr. Sateesh Kumar the Founder/Owner of Scintilla Kreations has been to Loyola Degree and PG College for a guest lecture for the department of B.Sc.Multimedia and Animation. We were overwhelmed to have his amongst us. Mr. Sateesh Kumar is one the most renounced and experienced technician and the television and advertising industry from the past 2 decades. He has an efficient crew of more than 50 people and a count of more than 100 satisfied customers.

Mr. Sateesh Kumar has interacted in a very friendly with all the students of the department of Multimedia and Animation. He has given a brief description on what advertising and television industry is all about. He explained us the journey of his beginning and establishment of his startup company ‘Scintilla Kreations Pvt. Ltd’. He noted that they are one of the top 10 advertising agencies presently in the city.

- **Review:** The lecture was received with the increase appreciation. He advised us that experience is more important than the amount we earn. He showcased the structure of his company and the works that their staff do. He answered all the questions in a friendly manner. He explained what add champagnes’ actually mean. It made the students grasp an idea of career opportunities in their respective fields.

Mr. Sateesh has enlightened us the importance of hard work by explaining his journey and stood as an inspiration to all the future Artists of our department.



II. Staff Achievements:

1. A guest lecture was delivered for the II and III year students of BFA & MFA on “**Contemporary Art**” on Monday, 07th August, 2017 at Andhra university by Mr. B. Bhaskara Rao ,Lecturer, Loyola Academy Degree & PG College, Affiliated to Osmania Univeristy, Telangana.

GUEST LECTURE

Mr. Bhaskara Rao. Botcha delivered a guest lecture on Contemporary Art for B.F.A & M.F.A second and final year students on Monday, August 07, 2017 At Andhra University campus, Visakhapatnam, Andhrapradesh



2. Mr. Bhaskara Rao. Botcha attended a workshop conducted by “EKAANT” from 4th January to 8th January 2018, at Bhavnagar and Dungarpur, Ahmedabad.



III. Student Achievements:

1. **Ms. Agreema Gupta**, a student of **B.Sc. Multimedia & Animation II** year has participated in **54th National Level Inline Hockey Championship** held at **kurukshetra** in 2017-18.
2. **Ms. Agreema Gupta**, a student of **B.Sc. Multimedia & Animation II** year has participated in 4th state level inline hockey championship held at SAT cycling vellodram from dec24th to 27th at **Hyderabad** in 2017-18.
3. **Ms. Agreema Gupta**, a student of **B.Sc. Multimedia & Animation II** year has participated in **Miss Ability Telangana 2018** & selected as a best dance trainee on **1st April 2018** .
4. **Ms. Agreema Gupta**, a student of **B.Sc. Multimedia & Animation II** year was selected by **RED FM 93.5** radio station as a best dance group on **15th August, 2017**.
5. **Ms. Agreema Gupta**, a student of **B.Sc. Multimedia & Animation II** year has participated and represented her dance institute at **TAA (Telangana Artist Assosication)** launch at **Hotel The Park** on **30th October, 2017**.
6. **Ms. Agreema Gupta**, a student of **B.Sc. Multimedia & Animation II** year has participated and won **Second Place** for **PENCIL ART** held at **St Joseph Degree College** festival in 2017-18.
7. **Ms. Agreema Gupta, Nikitha Mukherjee, & Sinduja** of **B.Sc. Multimedia & Animation II** year have presented their art works and won second prize in “**Integrated International Immersion Conference (IIC)**” exhibition organized by Loyola Academy Degree & PG College on 23rd Feb to 1st March, 2018.
8. **Mr. Subhankar Sarkar** of **B.Sc. Multimedia & Animation II** year has presented a paper presentation on “**REEL TO REAL LIFE**” in “**Integrated International Immersion Conference (IIC)**” organized by Loyola Academy Degree & PG College on 23rd Feb to 1st March, 2018.
9. **Ms. Amyna Jiwani**, a student of **B.Sc. Multimedia & Animation I** year has participated for **PENCIL ART** held at **St Joseph Degree College** festival in 2017-18.

10. **Ms. Amyna Jiwani**, a student of **B.Sc. Multimedia & Animation I** year has participated for **BEG ,BORROW & STEAL** competition held at **St Joseph Degree College** festival in 2017-18.
11. **Ms. Amyna Jiwani & Mr. Malik Dinani**, students of **B.Sc. Multimedia & Animation I** year have participated for **Jubilee Arts International Exhibition** held by the Aga Khan Development Network and got selected at the local level held at **Shilpa kala Vedika ,Hyderabad ,in 2017-18.**

IV. Career Placements 2017-18 (upto 31 January 2018):

S.NO	ROLL.NO	HALL TICKET NO.	NAME OF THE STUDENT	WORK PLACE
1	2	111715027002	MUDA HARIKA	TELANGANA NEWS
2	7	111715027007	SHERIN SHAJI	WHACKED OUT MEDIA PVT. LMT
3	12	111715027012	KANKIPATI SAI CHARAN	SWAP MOTORS
4	13	111715027013	KARWADI S MADHUSUDHAN	MINDI PRODUCTIONS
5	14	111715027014	M.DATTA PRASAD	NEXT EDUCATION
6	17	111715027017	MANOJ GHANATHEY	WHACKED OUT MEDIA PVT. LMT
7	24	111715027024	TUMMALAPALLY VENKATESH	NEXT EDUCATION
8	25	111715027025	U. NAGARAJU	KOVIDA LIMITED
9	14---08	111714027008	DEVINDER JIT SINGH	BLUE BULB

V. Research publications: Nil

VI. Book Publications: Nil

(Mr.K.B. Sharath Chandra Raju)
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